

Honduras

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Foreign Trade

U.S. exporters enjoy a strong position in the Honduran market; a position which was improved by the CAFTA-DR. Honduras was the second country to ratify CAFTA-DR, and it was entered into force on April 1, 2006. The agreement eliminates most tariffs and other barriers for U.S. exports for the Central American market, protects U.S. investments and intellectual property, and creates more transparent rules and procedures for doing business in Central America.

Honduras is the 3rd largest market for U.S. agricultural products after Guatemala and Panama. U.S. total food and agricultural product exports in 2014 totaled US\$628.6 million, an increase of 9% from that of 2013. U.S. Consumer ready food product exports rose 3% to US\$205.1 million in 2014, which was a new all-time record high. Top processed food exports to Honduras in 2013 included other processed foods; ingredients and beverage bases; cheese; table condiments; baking inputs; mixes and dough; chocolate; powdered milk; canned vegetables and pulses; beer; and breakfast cereals and breakfast products.

Under CAFTA-DR, tariffs on a wide range of consumer-oriented products for U.S. products are being eliminated, and market demand for U.S. products in this sector looks promising. The category of other consumer-oriented products has witnessed significant increases in the past few years for products such as red meats; fresh fruit; vegetable and animal oil/fats; popcorn; preparations for sauces; sauces; spices; and mustard. Other consumer-oriented products offering good export opportunities are snack foods; packaged and canned foods; breakfast cereals; food additives; dairy products; wine; and pet foods.

Advantages of Exporting to Honduras

- ♦ *Guatemala is a trustworthy partner of the United States on trade issues.*
- ♦ *Low cost transportation of goods thanks to the proximity of U.S. ports.*
- ♦ *Importers are taking advantage of CAFTA-DR and favor trading with U.S. exporters.*
- ♦ *The growing food processing industry is looking for quality food ingredients for ready-to-eat products, bakery, deli meats, beverages, and snacks.*
- ♦ *Strategic geographic access to Guatemala on both the Atlantic and Pacific Oceans, with considerable infrastructure, makes shipping of goods more accessible to all countries around the*

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



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